

ABSTRAK

SASTI LUSIANTI.2023. **Pengembangan Potensi Desa Wisata Saung Ciburial Di Desa Sukalaksana Kecamatan Samarang Kabupaten Garut.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh Desa Sukalaksana yang memiliki berbagai macam potensi. Potensi yang terdapat di Desa Sukalaksana dikembangkan menjadi sebuah wisata yang ada di Desa Wisata Saung Ciburial adanya berbagai potensi yang terdapat di Desa Sukalaksana diharapkan dapat dikenal oleh wisatawan lokal maupun mancanegara. Penelitian ini bertujuan untuk mengetahui bagaimana upaya pengembangan yang dilakukan Desa Wisata Saung Ciburial dan bagaimanakah faktor pendukung dan faktor penghambat dalam pengembangan Desa Wisata Saung Ciburial. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif dengan teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dokumentasi, dan studi literatur. Populasi dalam penelitian ini meliputi 1.514 KK, masyarakat Desa Sukalaksana, Kepala Desa Sukalaksana, Ketua Pengelola, serta Pengunjung sebanyak 36 orang. Pengambilan sampel dalam penelitian ini menggunakan *random sampling*, *purposive sampling*, *accidental sampling*. Teknik analisis data menggunakan analisis kuantitatif sederhana, analisis SWOT dan sapta pesona. Hasil penelitian menunjukkan bahwa upaya pengembangan Desa Wisata Saung Ciburial yaitu dengan mengembangkan 4 macam paket wisata yaitu paket wisata pertanian, paket wisata kesenian, paket wisata kerajinan melukis dan paket wisata *outbound*. Faktor pendukung dan faktor penghambat dalam pengembangan Desa Wisata Saung Ciburial yaitu faktor pendukungnya, potensi alam, dukungan dari program-program kreatif serta keunikan dan kekayaan budaya. Sedangkan faktor penghambatnya aksesibilitas yang kurang baik, kurangnya sumberdaya manusia, fasilitas yang kurang memadai, dan kurangnya promosi.

Kata Kunci: Desa Wisata, Pengembangan, Potensi Wisata

ABSTRACT

SASTI LUSIANTI. 2023. *Potential Development of Saung Ciburial Tourism Village in Sukalaksana Village, Samarang District, Garut Regency*. Department of Geography Education, Faculty of Teacher Training and Education. Siliwangi University.

The background of this research is that Sukalaksana Village has various potentials. It is hoped that the potential in Sukalaksana Village will be developed into a tour in Saung Ciburial Tourism Village. It is hoped that the various potentials in Sukalaksana Village will be recognized by local and foreign tourists. This study aims to find out how the development efforts carried out by Saung Ciburial Tourism Village and how are the supporting factors and inhibiting factors in the development of Saung Ciburial Tourism Village. The method used in this study is a quantitative descriptive method with data collection techniques used namely observation, interviews, documentation, and literature studies. The population in this study included 1,514 households, the people of Sukalaksana Village, the Head of Sukalaksana Village, the Head of Management, and 36 Visitors. Sampling in this study using purposive sampling, random sampling, and total sampling. Data analysis techniques using simple quantitative analysis, SWOT analysis and sapta charms. The results showed that efforts to develop Saung Ciburial Tourism Village were developing 4 types of tour packages, namely agricultural tour packages, art tour packages, painting craft tour packages and outbound tour packages. Supporting factors and inhibiting factors in the development of Saung Ciburial Tourism Village are supporting factors, natural potential, support from creative programs as well as cultural uniqueness and richness. While the inhibiting factors are poor accessibility, lack of human resources, inadequate facilities, and lack of promotion.

Keywords: *Tourism Village, Development, Tourism Potential*